PATENT Attorney Docket No.: 026296-000310US

TOWNSEND and TOWNSEND and CREW LLP

MUNITY OTHER TO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

William M. Reller, et al.

Application No.: 10/694,643

Filed: October 27, 2003

For: SELECTING ADS FOR A WEB PAGE BASED ON KEYWORDS LOCATED ON THE WEB PAGE

Customer No.: 20350

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 Confirmation No. 4009

Examiner: Colleen A. Hoar

Technology Center/Art Unit: 4172

AMENDMENT FILED WITH REQUEST FOR CONTINUED EXAMINATION

and

TELEPHONE INTERVIEW SUMMARY

Sir:

In response to the Final Office Action mailed July 8, 2008 in connection with the above-referenced application, and in accordance with the accompanying Request for Continued Examination, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.